

Message Text

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43

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 (ISO) W

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R 200130Z MAY 74

FM AMCONSUL FUKUOKA JA

TO USDOC/WASHINGTON DC

INFO SECSTATE WASHDC 0000

AMEMBASSY TOKYO JA

FIRST MARINE AIRCRAFT WING MCAS IWAKUNI JA

USDA/WASHINGTON DC

STATE

UNCLAS FUKUOKA 084

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: IN-STORE PROMOTION, IWATAYA

1. IWATAYA DEPARTMENT STORE BRANCHES IN FUKUOKA, KURUME AND KUMAMOTO ARE NOW MID-WAY THROUGH "HELLO AMERICA FAIR", WHICH IS COMBINATION FOOD FESTIVAL (ASSISTED BY FOREIGN AGRICULTURAL SERVICE) AND CONSUMER GOODS DISPLAY (ASSISTED BY CONSULATE). OPENING CEREMONY IN FUKUOKA ON MAY 10 INCLUDED PARTICIPATION BY PRINCIPAL OFFICER, PERFORMANCE BY 1ST MARINE AIRCRAFT WING BAND, MCAS IWAKUNI, JAPAN, AND TELEVISION PROGRAM APPEARANCE (KBC) BY BAND

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AND OTHERS EMPHASIZING U. S. PRODUCTS BEING DISPLAYED AT FAIR. BAND ALSO PERFORMED AT KURUME BRANCH OF STORE MAY 17, AND IS SCHEDULED APPEAR AT KUMAMOTO BRANCH MAY 23. THIS IN-STORE PROMOTION HAS RECEIVED

MAXIMUM OF ATTENTION IN PRESS HERE AND HAS DRAWN WHAT STORE OFFICIALS CALL "UNUSUALLY LARGE" NUMBER OF CONSUMERS INTERESTED IN U. S. FOODS AND

CONSUMER PRODUCTS. CONSULATE'S ROLE IN ASSISTING STORE HAS BEEN EXTENSIVE AND WILL BE REPORTED FULLY IN AIRGRAM TO FOLLOW.

2. STORE OFFICIALS STRESS THAT THIS FAIR, FAR FROM MERELY DRAWING DOWN EXISTING STOCKS OF U. S. GOODS, IS RESULT OF SUBSTANTIAL INCREMENTAL INCREASE IN PURCHASES AND WILL RESULT, AFTER FAIR'S

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COMPLETION, IN STORE HANDLING WIDE VARIETY OF NEW-TO-MARKET ITEMS.

DETAILED SALES FIGURES WILL BE AVAILABLE SHORTLY. ASIDE FROM
SIGNIFICANT SALES OF U. S. PRODUCTS, EVENT HAS ALSO RESULTED IN
WIDE PUBLICITY FOR SUCH PRODUCTS, AND CONSULATE IS ALREADY RECEIVING
INQUIRIES FROM OTHER LOCAL COMPANIES PROMPTED, BY THIS EVENT, TO
MAKE KNOWN AN INTEREST IN IMPORTING U. S. CONSUMER GOODS.

RICHARDSON

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